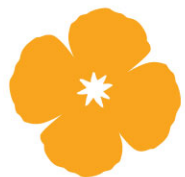




CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



CalHOPE

July 2021



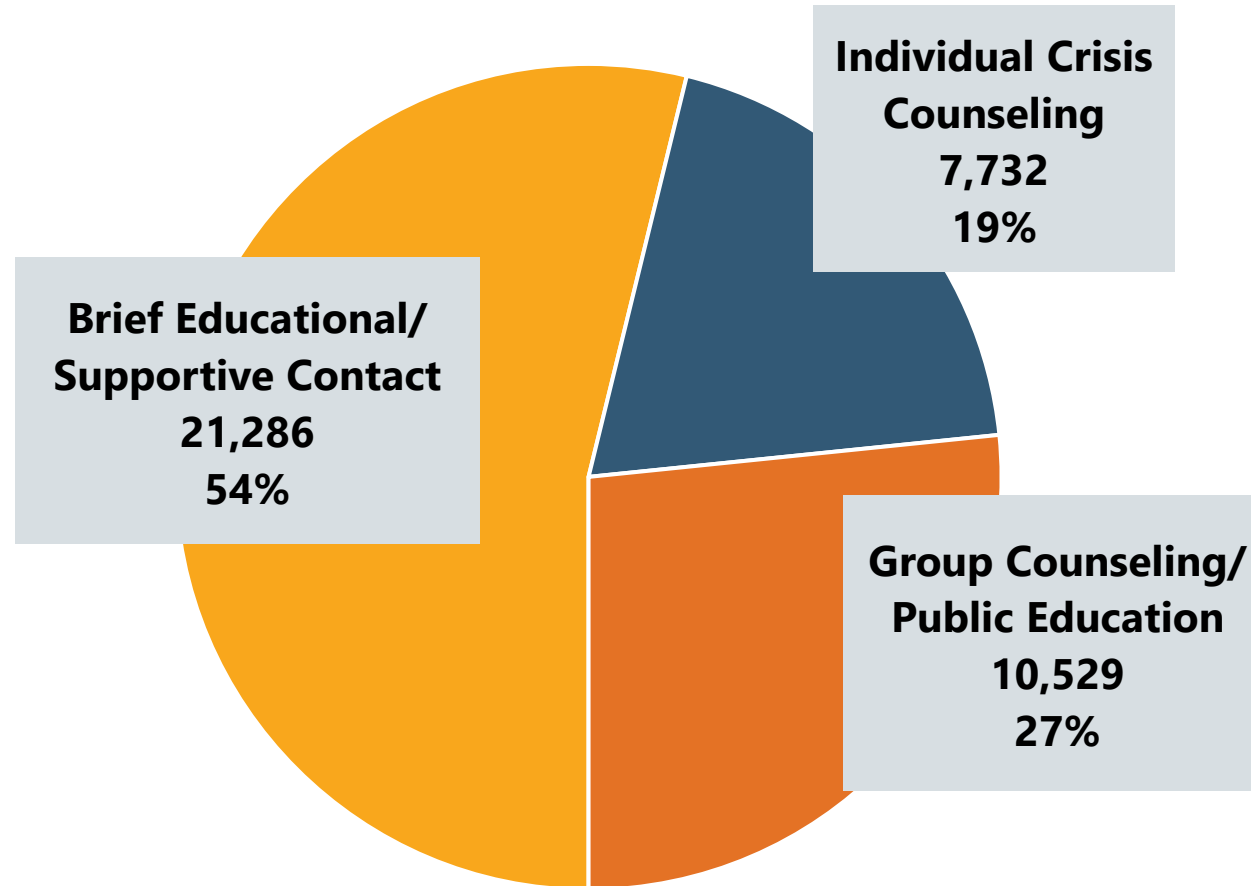
Overview



CalHOPE Layers of Intervention and Support

CalHOPE addresses the stress and anxiety that people may feel due to isolation, health challenges, economic uncertainty, food insecurity and other negative consequences of the COVID-19 pandemic.

Disaster Outreach Services: Primary Services

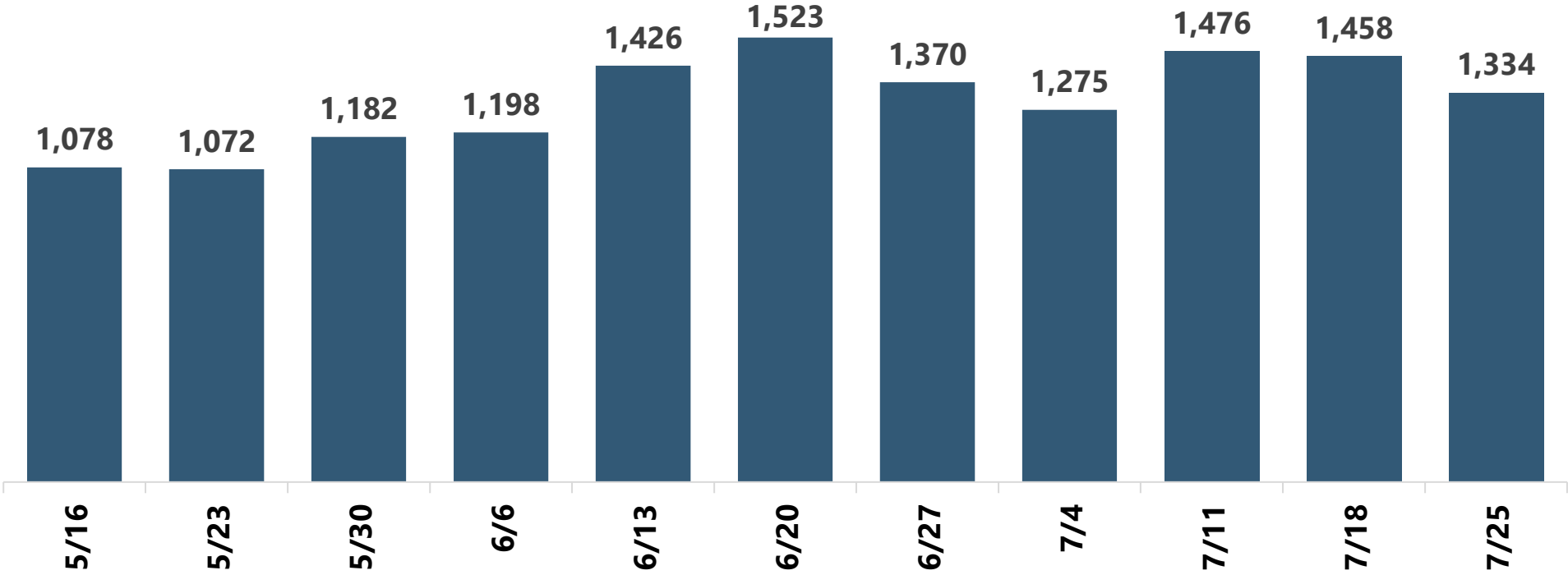


Trends in Demand for Primary Services

- » Since June, we saw an overall decrease in demand for CalHOPE services:
 - The number of Individual Crisis Counselling units **increased** by 273
 - The number of Group Counseling/Public Education units **decreased** by 4,187
 - The number of Brief Educational/Supportive Contact units **decreased** by 12,976

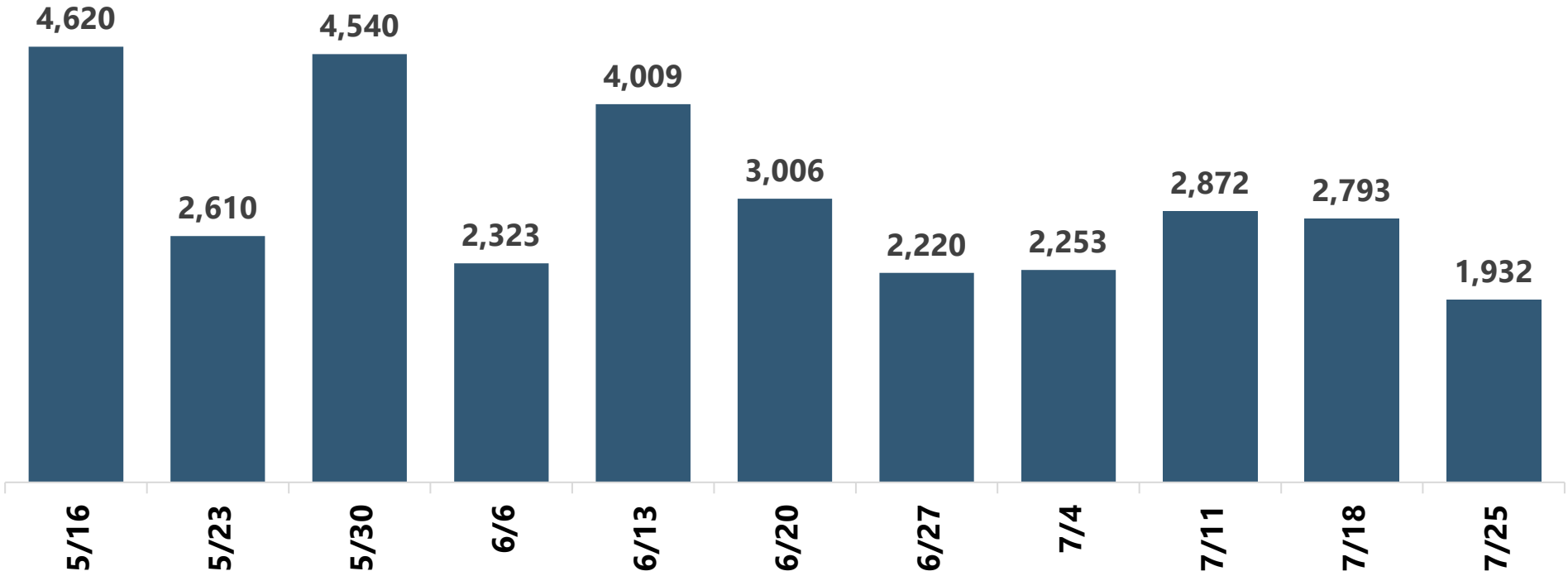
Trends in Demand for Individual Crisis Counseling

» Individual crisis counseling services represent encounters that are at least 15 minutes between CalHOPE staff and people in need of services.

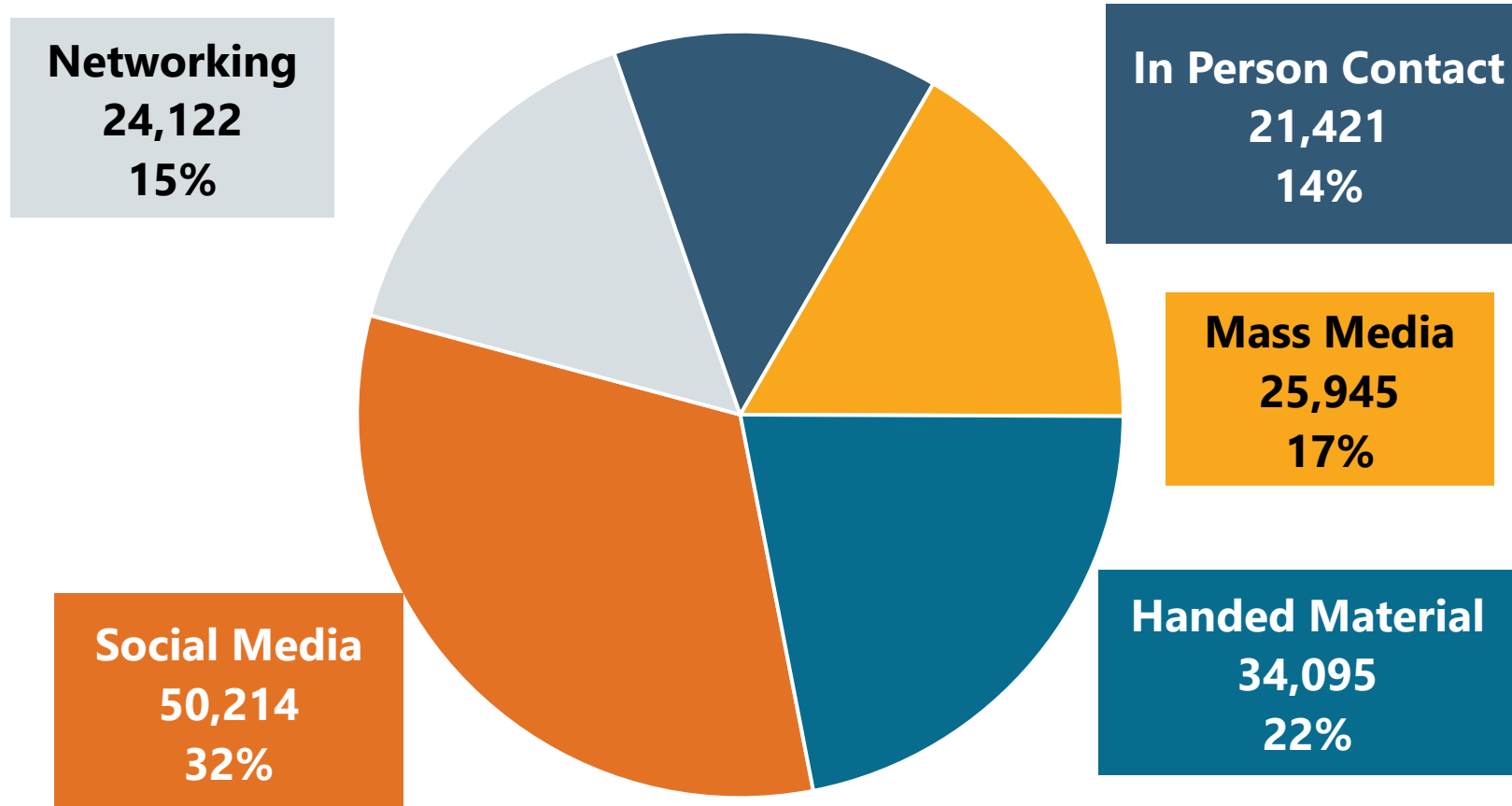


Trends in Demand for Group Crisis Counseling

» Group counseling occurs when community members are brought together to meet for more than 15 minutes and is lead by a trained crisis counselor.



Top 5 Outreach Efforts & Strategies



Weekly Tally
Report

Trends in Outreach Efforts & Strategies

- » In July, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.
- » Compared to June
 - Social media connections **increased** by 18,464 units
 - Networking connections **decreased** by 2,454 units
 - In-person contacts **decreased** by 12,841 units
 - Handed materials **increased** by 3,998 units
 - Media played a significant role in outreach efforts

Real Stories

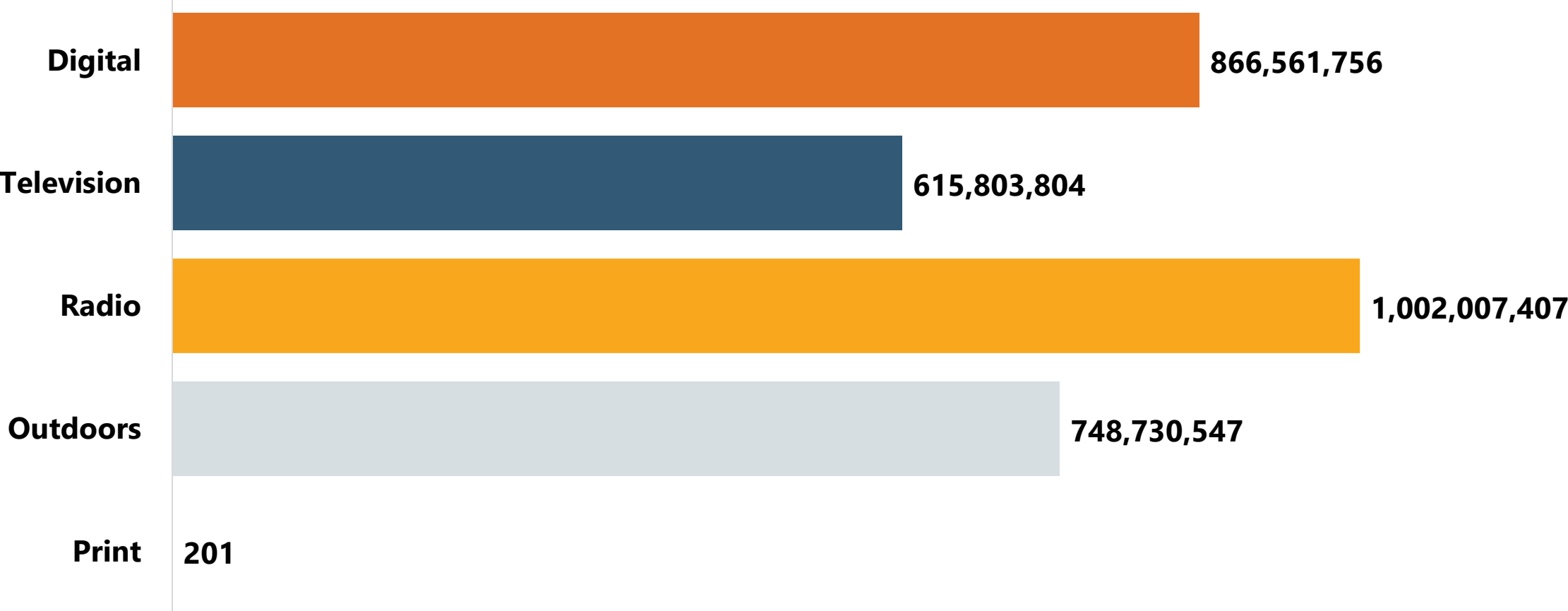
“ It’s encouraging to continue outreach in a community that is 90% Latino. These services can be very impactful to the Latino community as they can speak directly to Spanish speaking counselors.”

“ An accomplishment of mine was giving a client who was on the verge of suicide resources for mental health. After conducting a follow-up, it was great knowing that they were in better spirits and got the professional help they needed.”

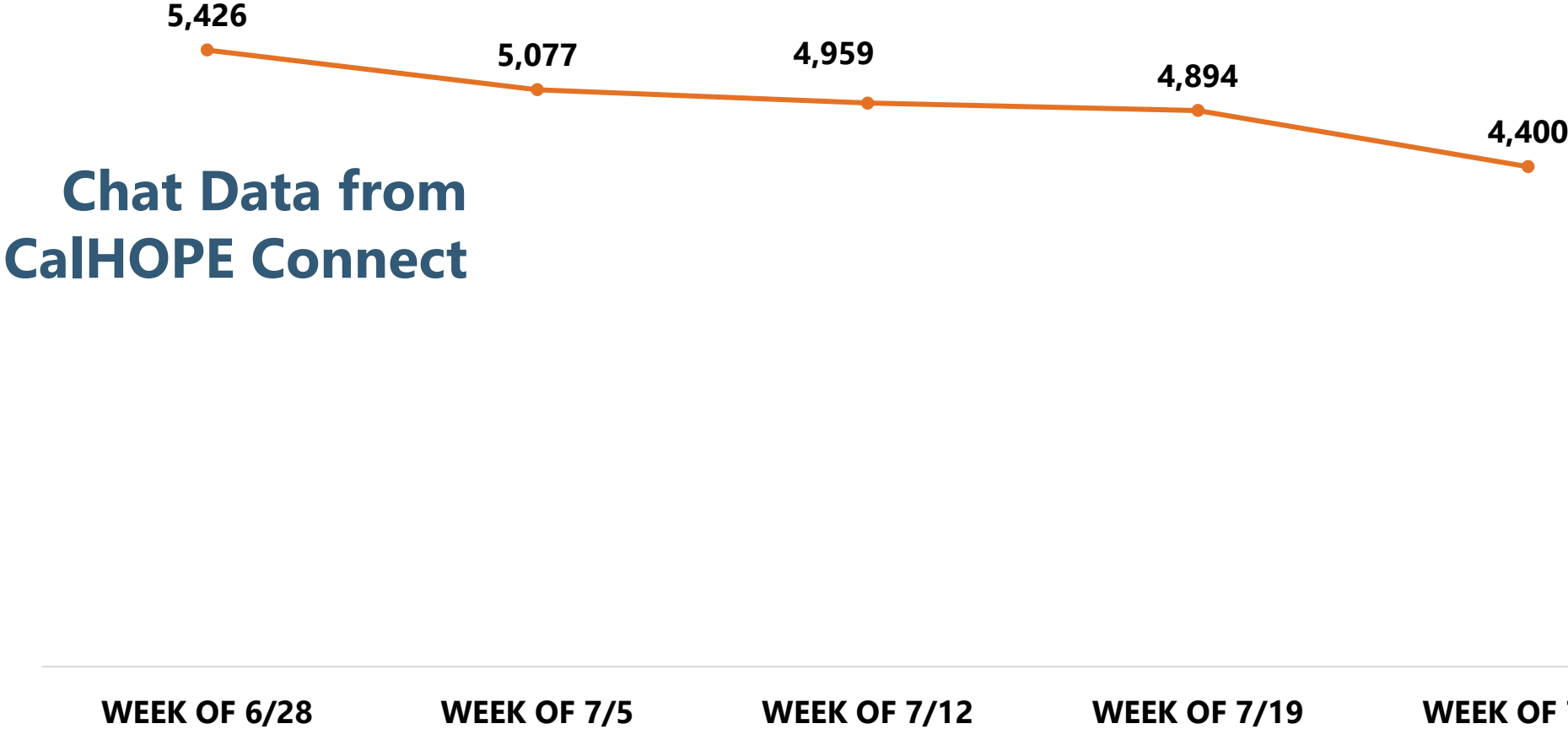
Media Campaign

- » Retired American gymnast, Mary Lou Retton, [recorded a message](#) identifying CalHOPE as a local sponsor of NBCUniversal's coverage of the Tokyo Olympics.
- » Partners at Comcast Xfinity have been working on the X1 Remote videos that show-up when you speak "CalHOPE" into your Comcast remote. This month, the team added two new videos:
 - Dr. Tim Fong talks about the importance of [sleep quality](#).
 - Diana Winston talks about the importance of [mindfulness](#).
- » Actress, singer, and former model, Jackie Cruz, [spoke](#) about her struggles with mental health and the benefits of CalHOPE.

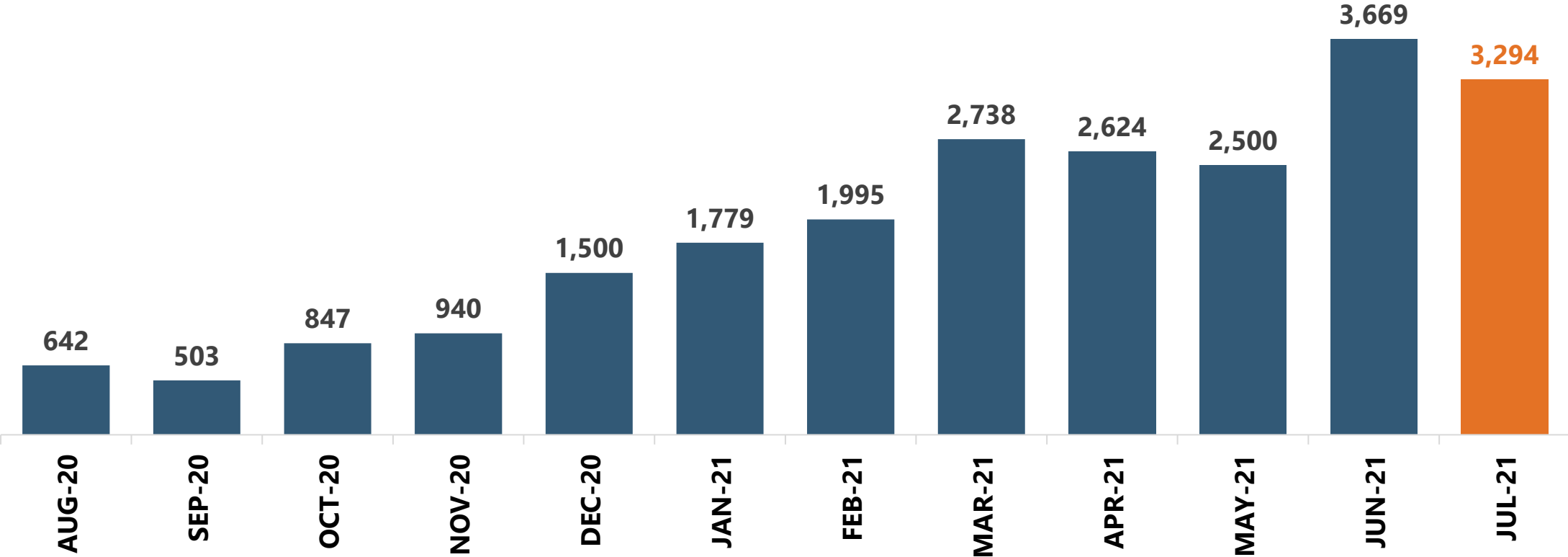
Estimated Media Delivered June 2020 – July 2021



CalHOPE Connect



CalHOPE Warm Line Call Volume



CalHOPE RedLine

- » The CCUIH team made a total of **238** outreach contacts, focusing mostly on **networking & coalition building**.
- » The CCUIH team made a total of **99** primary service encounters, with 78% of services categorized as **group encounters**.
- » July was also a busy month for community events and partnerships to spread the word about CalHOPE:
 - Tabled and handed out program materials at the Indigenous Red Market in Oakland
 - Collaborated with various tribes to leverage community events like the Annual Run4Salmon event
 - Partnered with health care entities like the Sacramento Native American Health Center to target youth needing additional support
 - Presented virtually at the California Indian Opioid Safety Coalition conference. Attendees included both Urban and Tribal organizations
 - Hosted a statewide virtual community talking circle with Anishinaabe community elder Michele Maas

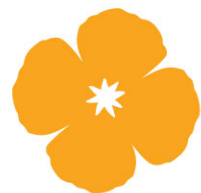
CalHOPE Student Support

- » Each County Office of Education attends monthly Statewide Social and Emotional Learning Community of Practice meetings to build capacity and a common language.
- » In July, the meeting focused on supporting social and emotional learning with diverse families and communities. This meeting was attended by 80+ people.

Together for Wellness and Juntos por Nuestro Bienestar

- » [Together for Wellness](#) & [Juntos por Nuestro Bienestar](#) are websites that offer a curated list of free digital resources to support well-being.
- » In July, the website had **1,022 users** and **916 new users**, which was a slight decrease in volume from June. Most users were directed to the site via referrals, but more users are continuing to find the site directly thanks to ongoing outreach and promotional efforts.
- » On average, users spent 51 seconds on the website.
- » This month, the team focused on adding a new “Back-in-School” component to the website to support teachers, parents, and staff with the upcoming return to school.

**Visit CalHOPE.org for
more information & updates**



CalHOPE